EPOC COLORADO
The Equal Protection Campaign

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Denver, CO 80203
(303) 839-5540

October 9, 1992

Dear Amendment #2 Opponent:

As of this writing, there are only 25 days till Election Day. As we take a moment and evaluate our position, it's apparent to us that you're part of a winning team, that all the help you've given in opposing Colorado for Family Values and their discriminatory amendment is setting the stage for their defeat -- and our victory -- on November 3rd.

BUT WE'LL WIN ONLY IF WE MAINTAIN OUR CURRENT MOMENTUM. WE CANNOT AFFORD TO BE OVERLY CONFIDENT OR COMPLACENT. THAT IS HOW CAMPAIGNS ARE LOST!

Yes, we have raised more money than CFV. And yes, the most recent polls show a majority of voters oppose Amendment #2. But the polls are volatile and bounce from week-to-week, and a large percentage of voters are still undecided. Plus, we know a few more things at this time:

- On September 10th, The Washington Post reported that Pat Robertson's Christian Coalition was "aggressively backing initiatives against gay rights in Oregon and Colorado" with a $13 million war chest.
- CFV's first "buy" of television will have started by the time you read this -- and they're likely to be on the air constantly through November 3rd.

We can also learn a lot from looking at EPOC's successful 1991 citywide campaign when we helped prevent "sexual orientation" from being deleted from Denver's comprehensive civil rights ordinance.

- We won that election by a 10% spread, but in order to do so we outspent the opposition by 4-to-1. Even then, we didn't have enough money to buy television ads.
- A few days before the Denver election, polls showed us with a 33-point advantage. That lead collapsed to 10 points on Election Day. It only shows how volatile it can be fighting proponents of discrimination who are using lies and scare tactics, and how strong we will have to be to resist them.

Two other factors: First, it's pretty clear that the Bush-Quayle campaign has attacked gay rights as part of its "family values" theme. That provides free, highly visible reinforcement for CFV's message.

Second, the promoters of Amendment #2 can be counted on to bring out some of the most vile, divisive campaign tactics imaginable. I recently received a memo from Irv Howard of the Riverside Coalition against Discrimination. Irv is a veteran fighter against six anti-gay campaigns launched by the California-based Traditional Values Coalition (TVC). TVC is providing Colorado for Family Values with technical and financial assistance.

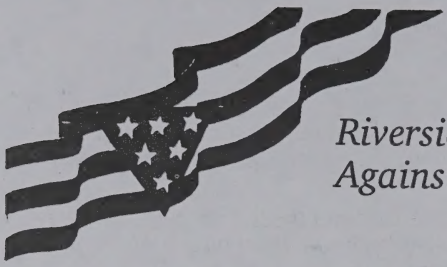
I can't think of a better way of letting you know what's coming than to enclose a copy of Irv's memo. In it, he provides a "sneak preview" of the kind of dirty campaign CFV will be running. We need to be ready for what's coming. We must be ready to fight this battle in the media, and we'll need to pay for political ads up front. Obviously, we need all the support you can give. Please consider Irv's suggestion: Decide how much you can give to help beat this once and for all, and then figure out how you can double it.

As you think it over, don't forget how much it will cost us all if we lose.

Sincerely,

Judy Harrington
Campaign Manager

PS. Thanks to each one of you who donates volunteer time in place of money, or in addition to money. This all counts.



Riverside Coalition
Against Discrimination

October 1, 1992

To: Judy Harrington, EPOColorado

From: Irv Howard

Subject: The "End Game"

Thanks, Judy, for sharing the good news about EPOColorado's efforts to defeat Colorado's Amendment #2. You and your organization are to be commended for your fundraising efforts, as well as the involvement of your Governor, dozens of community leaders, and so many locally elected officials. Also, for the standing in the polls, no matter how slim. It's clear that EPOColorado is designed for success.

BUT, JUDY, I CAN'T OVERSTATE THE NEED FOR EPOCOLORADO TO BUILD THE BIGGEST WAR CHEST POSSIBLE. YOU ARE GOING TO NEED IT!!!

As you know, I've been involved in six campaigns to preserve lesbian and gay rights from attacks by the Religious Right. Each successive campaign looked like the last -- not surprising when you understand that their movement goes from state to state sowing seeds of division just to achieve their anti-gay, anti-choice, anti-democratic agenda.

Judy, I think you've got a reasonable chance to defeat Amendment #2 in Colorado. But to do so, you must let those citizens who are opposed to the amendment know exactly the types of strategies to expect from the opposition as November 3 approaches. Your finance committee must put EPOColorado in a financial position to counter their vicious, deceptive, and divisive tactics. Here are a few things everyone involved in the campaign should know about and anticipate from the opposition:

(1) They are fighting you with powerful weapons you can't see. You aren't just fighting an organization called "Colorado For Family Values." This group, in my opinion, is just a legal face for a vast nationwide network of right-wing zealots that are working through the democratic system to undermine the very foundation of democracy: Individual freedom.

The funding reports for CFV show only the tip of the iceberg of the vast financial and technological resources that the right wing will put into Amendment #2. CFV also gets support from a network of churches, tax-exempt religious "education" organizations, phony "family policy" institutes, private individuals and businesses that are putting their clout behind Amendment #2.

(2) Their agenda goes far beyond stopping gay and lesbian rights ordinances. They want to remove "sexual orientation" from existing hate crimes legislation, end public support for AIDS/HIV programs, stop all sex education in schools, outlaw a woman's right to choose.

(3) Last minute scare tactics will shrink any lead you may have in pre-election polls. In every anti-gay effort I've helped fight so far, these extremists have circulated disgusting, obscene, and outrageously deceptive flyers in the final day or two before the election. They take them to shopping malls, church parking lots, senior citizen homes, movie theaters, recreation centers and people's doorsteps in order to frighten people and win their votes. When the public is saturated with this kind of garbage in the final hours of the campaign, you don't have any time to publicly correct the lies and distortions. YOU MUST CONTINUALLY PRESENT ACCURATE INFORMATION THROUGHOUT THE CAMPAIGN WITH EVERY TOOL YOU HAVE.

(4) Watch out for politicized "prayer rallies," or church-sponsored "patriotic" events. In California, huge crowds are drawn by guest speakers such as anti-choice leader Phyllis Schlafly, Oliver North, Jerry Falwell, Pat Robertson, and Watergate convict-turned-evangelist Chuck Colson. They preach that being Christian and/or patriotic means they must vote to outlaw gay and lesbian rights, and they tell them how to vote.

(5) They will undercut gay and lesbian support among minorities. Falsely claiming that inclusion of gays and lesbians in anti-discrimination ordinances will require "affirmative action," they will frighten your potential African-American, Latino, Asian, and Native American supporters. They proclaim -- falsely -- that gays and lesbians will steal jobs and opportunities through newly imposed "quotas". LIES!

(6) They try to manipulate the media. Not only does the Religious Right have a very well-developed system of electronic, print, and direct communication, it is very sophisticated in trying to manipulate the mainstream media. Consequently, you must do whatever it takes to get the word out to voters all over the state. You will be surprised at how many people will oppose discrimination and support a basic civil rights message -- if only they get the message. Which in Colorado's case is 'NO' on Amendment #2.

Judy, this is the bottom line: YOU HAVE TO LET EVERYONE WHO IS OPPOSED TO DISCRIMINATION KNOW THAT NOTHING -- NOTHING -- IS MORE IMPORTANT THAN DEFEATING Amendment #2 IN COLORADO THIS NOVEMBER. The rest of the nation is looking closely, seriously at this. Your success will come down to each of your supporters deciding how much they can afford to give, and then DOUBLING IT. Because I assure you, that is what it will take.

As always, Judy, I'm standing by to help however I can. I wish you all the best.

Christian Coalition Steps Boldly Into Politics

Tax-Exempt Robertson Group Has Raised $13 Million, Eyes GOP Takeover

CHESAPEAKE, Va. - Television evangelist Pat Robertson, using a tax-exempt and supposedly nonpartisan "citizen action" organization, has raised more than $13 million for an ambitious and largely unheralded foray into electoral politics aimed at electing "pro-family Christians" to Congress and achieving "working" control of the Republican Party by the 1996 election.

Since it was founded in 1989, Robertson's Christian Coalition has in many ways eclipsed the impact of the defunct Moral Majority, tapping state and local affiliates to achieve majorities or near majorities on Republican central committees in more than a half-dozen states and by placing 300 members as delegates to last month's Republican National Convention.

Now Robertson, an unsuccessful GOP presidential candidate in 1988, is planning a massive, get-out-the-vote effort for this year's November elections, including "in-pew" registration at churches, the distribution of up to 40 million "voter guides" on "family" issues and the use of computer-assisted telephone banks to help elect favored candidates in key races.

"I think this will be the most effective coordinated activity by evangelical Christians that we've ever seen," Ralph Reed Jr., executive director of the Christian Coalition, said of the group's electoral activities. "I don't want to belittle Jerry Falwell or the Moral Majority. But the Christian Coalition as a model represents a more mature, more developed and more politically sophisticated vehicle for Christian political activism."

The group -- which claims 250,000 members in 49 states -- is also aggressively backing initiatives against gay rights in Oregon and Colorado and working to defeat a proposed equal rights amendment in Iowa that Robertson wrote in a recent fund-raising letter would advance "a feminist agenda ... that encourages women to leave their husbands, kill their children, practice witchcraft, destroy capitalism, and become lesbians."

The above is the first five paragraphs from an alarming article that appeared in The Washington Post on September 10, 1992. Obviously, we are up against a formidable opponent in our fight against legalized discrimination.

Please, with only precious days remaining, send your contribution today.

Help us send a clear message to CFV and their friend Pat Robertson that we stand up against discrimination in Colorado!